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The Claims:

This listing of claims will replace all prior versions and listings of claims in the application.

1. (Previously Presented) A method of processing a purchase transaction on a retail terminal, comprising the steps of:

acquiring purchase transaction data by the retail terminal as a result of the purchase transaction performed on the retail terminal;

formatting the acquired purchase transaction data into a digital purchase transaction record via the retail terminal;

allowing a first party to the purchase transaction to omit selective purchase transaction datum of the acquired purchase transaction data from the digital purchase transaction record via the retail terminal thereby creating a personalized digital purchase transaction receipt; and

forwarding the personalized digital purchase transaction receipt by the retail terminal over a network that is in communication with the retail terminal to the first party to the purchase transaction.

Claims 2 and 3 (Canceled).

4. (Previously Presented) The method of claim 1, wherein the first party to the purchase transaction is a consumer who tendered payment during the purchase transaction.

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5. (Previously Presented) The method of claim 1, further comprising the step of:

providing a human readable hard copy of the personalized digital purchase transaction receipt to the first party to the purchase transaction via the retail terminal.

6. (Previously Presented) A method of processing a purchase transaction on a retail terminal, comprising the steps of:

acquiring purchase transaction data by the retail terminal as a result of the purchase transaction performed on the retail terminal;

permitting a party to the purchase transaction to omit via the retail terminal certain purchase transaction datum of the acquired purchase transaction data to create a modified purchase transaction record;

formatting the modified purchase transaction record into a digital transaction receipt via the retail terminal; and

transmitting the digital transaction receipt by the retail terminal to the party to the purchase transaction over a network that is coupled to the retail terminal.

Claims 7 and 8 (Cancelled)

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9. (Previously Presented) The method of claim 6, wherein the party to the purchase transaction is a consumer who tendered payment during the purchase transaction.

10. (Previously Presented) The method of claim 6, further comprising the step of:

providing a human readable hard copy of the digital transaction receipt to the party to the purchase transaction via the retail terminal.

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11. (Withdrawn) A system for processing a purchase transaction,
comprising:

- a retail terminal in communication with a network;
- a processing unit within the retail terminal; and
- memory within the retail terminal and in communication with said processing unit, said memory storing a plurality of program instructions which, when executed by said processing unit, causes said processing unit to:
 - a) acquire purchase transaction data on said retail terminal during the purchase transaction;
 - b) format the acquired purchase transaction data into a digital purchase transaction record;
 - c) permit omission of selective purchase transaction datum of the acquired purchase transaction data from the digital purchase transaction record by a party to the purchase transaction to create a personalized digital purchase transaction receipt; and
 - d) transmit the personalized digital purchase transaction receipt over the network to the party to the purchase transaction.

Claims 12 and 13 (Cancelled).

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14. (Withdrawn) The system of claim 11, wherein the party to the purchase transaction is a consumer who tendered payment during the purchase transaction.

15. (Withdrawn) The system of claim 11, wherein the memory has further program instructions stored therein which, when executed by the processing unit, causes the processing unit to provide a human readable hard copy of the personalized digital purchase transaction receipt to the party to the purchase transaction.

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16. (Withdrawn) A system for processing a purchase transaction comprising:
- a retail terminal in communication with a network;
 - a processing unit within said retail terminal; and
 - memory within said retail terminal and in communication with said processing unit, said memory storing a plurality of program instructions which, when executed by said processing unit, causes said processing unit to:
 - a) acquire purchase transaction data on said retail terminal in response to the purchase transaction;
 - b) permit a party to the purchase transaction to omit certain purchase transaction datum of the acquired purchase transaction data to create a modified purchase transaction record;
 - c) format the modified purchase transaction record into a digital purchase transaction receipt; and
 - d) transmit the digital purchase transaction receipt over the network to the party to the purchase transaction.

Claims 17 and 18 (Cancelled).

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19. (Withdrawn) The system of claim 16, wherein the party to the purchase transaction is a consumer who tendered payment during the purchase transaction.

20. (Withdrawn) The system of claim 16, wherein the memory has further program instructions stored therein which, when executed by the processing unit, causes the processing unit to provide a human readable hard copy of the digital purchase transaction receipt to the party to the purchase transaction.